

# GENTLE ART OF KILLING THE COTTON CROP

**Methods by Which Destructive  
Work Is Annually Ac-  
complished.**

**CORPSE USUALLY REVIVES**

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**Liberal Use of Adjectives and  
Telegrams Essential to  
Best Results.**

Jeremiah, Cassandra, the late Alexander Dowle, Esq., and other prophets of woe were cast, hysterical optimists compared with the genial experts who report agricultural operations in an effort to wade through the morass of the cotton and crop scare. A liberal vocabulary of hard and gloomy adjectives, a sense of dramatic values, free use of the telegraph wires and the usual human credulity, and it is possible the use of human flesh and farm and reduce the products to the so-called "production minimum," or words to that effect.

This interesting phenomenon is now on view in the cotton market. The adjectives and the imagination are there, and the liberal supply of telegrams bears witness to the extent of the toils that have been paid. Some of the most colorful and pictorial quality that has given undying fame to writers of our "six best sellers." For instance: "The frogs are roosting in the tree tops. You will have to send us some diving

suited if we are to get this crop planted "in time" this year. This "cotton is not a water fly!" If our farmers are to feel they might get the crop planted by August? The supply of adjectives is not excessive, perhaps, owing to a limited and somewhat stilted vocabulary. Year after year the same adjectives are used in descriptive of crops, good or bad, provided the writer is inoculated with the crook-biting virus. "Deplorable," "gloomy" and "awful" are the terms most frequently called into use. The writer of the following reminds one of an attempt to describe conditions during a plague in China. The recipient of a letter or telegram is assured that it is impossible to raise a crop seeing that it is impossible even to plough the land or to plant.

To the lay mind or the novice in commodity market speculation all this is extremely terrifying. Scores of messages have had to be sent to the novice as if it were not known beforehand that a few days of clear, sunny weather would bring a frantic retraction together with a statement that the improvement had been

adjective, "wonderful" is the antonym of "deplorable" in describing crop conditions. Getting down to the facts of the case, the cotton crop for the season of 1912-13 starts under inauspicious conditions. When it is said that the cotton crop is "late" it is late it is altogether a question of what is meant by the application of the term "late." Crop preparations may be sixty days late because last year the sagacious farmer broke his land in February, whereas this year he broke his land in April, or in the middle of April. But last year he probably did not plant earlier than April 20, whereas this year the same land probably will be seeded by May 1. Therefore, in

Those who are now engaged in the gentle business of killing the crop kill it in a grim and cold way; the psychology of the crop-killing is a different matter. Mob hysteria is one of the chief concomitants of successful bull speculation. The Italian proverb "si non e' vero, si muore" means "if it is not true, it kills." It is no use whether it is true or not, so long as you get away with it. It is illustrative of the ethics of the crop-killing profession.

Consequently it would not be surprising if the cotton trade suddenly should wake up and find that all news is not bull news and that while it has been busy gulping down stories of crop disaster the Southern farmer has been even more busy in ploughing and sowing than ever. It is not surprising when the wires have been too much crowded with calamitous tidings, an occasional hopeful message has trickled through, stating that farmers were making unprecedented efforts to get their lands into shape and were even going to the length of hiring teams from public lively stables to work in the fields. One cheerful correspondent wired that in poor flood-stricken Mississippi the cotton planters were so busy that labor was being pressed into service, and

cluding horses, mules, oxen and cows. Therefore it is possible that after the crop has been killed quite dead it may be resuscitated in the most fashionable manner.

A moribund crop has sprung to life on numerous previous occasions. A Texan in the market one day last week ventured to express the opinion that after all the crop might be a fairly large one.

"Why, you don't know what we are talking about," explained an astounded bull.

"Yes, I do," retorted the Texan. "I have seen dead things crawl before."

**WE WEAR LIGHT CLOTHES.**

**Not in Color But in Weight. Tailors Say—Warm Offices the Reason.**

"Customers are calling for lighter weight clothing more and more as the seasons go by," remarked a New York tailor as he was taking an inventory of his stock the other day. "I find that the section of my shelves that I give up to the heavier weight woolen and worsted goods is be-

It is harder to get heavy weight material, the mill's turn it out in abundance and any tailor can easily secure any quantity, but the change is due to a swerving of public taste. Men want lighter weight goods put in their suits, and what they want we give them. As a matter of fact we have hardly one call for heavy weight goods to suit the season.

"It is not hard to figure out an explanation. Anybody can find it in his own experience. It is due in no small measure to the improvement in heating apparatus. Every room in a skyscraper is kept at summer temperature, even if there is a blizzard outside. The business man in his office is not likely to feel the cold. The difference in temperature during his working hours from one season to another

In a city like New York, and the same is true of every large community, there are thousands of people who are poor who need protection from the cold. If the thermometer is well below the freezing point it means a short walk, not long enough to chill one, but enough to make it a job to get to the corner where a street car is waiting. When the man reaches his home he finds it comfortably warm, and the same condition obtains in the case of the thousands who have a place of entertainment. Heavy clothes are a burden in a modern office, so an average man does not wear them. The reason for my patrons is that they are practically the same thing as clothes for their summer and winter wear. I tell me that they are more comfortable with a light weight suit on even if it is cold.

over it all and be comfortable out of doors, and then when they get into the forest and find summer temperature they are clad in suitable clothes. The same thing is true in underwear. A dealer was explaining the other day that he sold as much 'athletic' underwear garments, with out sleeves and reaching only to the knee,

in winter as he does in summer."